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The Influence of Management Commitment and Support on the Intention to Adoption of Green Banking Practices in Commercial Banks: Marketing Perspectives

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The purpose of this study is to understand the factors which can influence on adoption of green banking practices in commercial banks in Sri Lanka. The research objective of this study is to understand the level of management commitment and support influencing on the intention to adoption of green banking practices in commercial banks in Sri Lanka. In order to achieve this objective, the data were collected from 300 staff of commercial banks such as Amana Bank PLC Ltd, Bank of Ceylon, Commercial Bank, DFCC Bank, Hatton National Bank (HNB), National Development Bank, Nations Trust bank, Pan Asia Bank, People's Bank, Sampath Bank, Seylan Bank and Union Bank. The research framework of study consists of a variable management commitment and support which was used to measure the level of the management commitment and support influencing the intention to adoption of green Banking practices in Commercial Banks in Sri Lanka. This study was quantitative in nature. Findings of the research shows that the management commitment and support are influencing at a significant level in adoption of green banking practices. The results of the hypothesis testing shown there is positive relationship between management commitment and intention to adoption of green banking practices in commercial banks in Sri Lanka.

Keywords: Management Commitment and Support, Green Banking, Intention to Adoption